



EXECUTIVE PROGRAM

WIPO/ACAD/CPT/12/INF/1
ORIGINAL: ENGLISH
DATE: SEPTEMBER 20, 2012

Strategic Intellectual Property Management

organized by
World Intellectual Property Organization (WIPO)

in cooperation with
University of Cape Town (UCT)

Cape Town, December 17 to 19, 2012

PROGRAM

prepared by the International Bureau of WIPO

Monday, December 17, 2012

- 8.00 – 9.00 **Primer: Basics of Patents and Trade Secrets**

Informal breakfast meeting with Prof. Fisher for non-IP lawyers
- 9.00 – 9.15 *Registration*
- 9.15 – 9.30 **Program Introduction**

Ms. Karen Lee Rata
Head, Academic Institutions and Executive Program,
WIPO Academy, Geneva
- 9.30 – 11.00 **Strategy and Intellectual Property (IP) Management: Colgate vs. Proctor & Gamble (reading assignment: Colgate case)***

Prof. Felix Oberholzer-Gee
Professor of Business Administration, Harvard Business School; Member of the Strategy Unit; Co-Chair of “IP and Business Strategy”, “Senior Executive Program for China”, and “Effective Strategies for Media Companies”, Boston
- 11.00 – 11.30 Coffee Break
- 11.30 – 13.00 **Ways of Deploying IP**

Prof. William W. Fisher
Professor of IP Law, Harvard Law School; Director of Berkman Center for Internet and Society; Co-Chair of “IP and Business Strategy”, Harvard Business School, Boston
- 13.00 – 14.30 Lunch
- 14.30 – 15.30 **IP and Business in Sub-Saharan Africa**

Local Speaker (TBC)
- 15.30 – 16.30 **International Registration Systems and the Strategies for Managers**

Ms. Karen Lee Rata
- 16.30 – 17.00 Coffee Break
- 17.00 – 18.30 **Rapid Dissemination of IP and Strategies**

Prof. Felix Oberholzer-Gee and William W. Fisher
- 19.30 – 21.30 Opening Dinner

Tuesday, December 18, 2012

- 8.00 – 9.00 **Primer: Basics of Copyright and Related Rights**

Informal breakfast meeting with Prof. Fisher for non-IP lawyers

- 9.00 – 10.30 ***Collaboration: Apple Inc. in 2010
(Reading assignment: Apple case)****

Prof. Felix Oberholzer-Gee
- 10.30 – 11.00 Coffee Break
- 11.00 – 12.30 ***Recent Developments in IP Law and Their Implications on Strategy***

Prof. William W. Fisher
- 12.30 – 14.00 Lunch
- 14.00 – 15.00 ***Dispute Resolution and Strategies for Executives***

Ms. Karen Lee Rata
- 15.00 – 16.00 ***IP Licensing Agreements***

Mr. Theo Stamatiadis
Legal Advisor, *Centre de Recerca i Innovació de Catalunya* (CRIC),
Barcelona, Spain
- 16.00 – 16.30 ***Negotiation of IP Licenses Instructions
(Reading assignment: Calvin Klein case)****

Prof. William W. Fisher
- 16.30 – 17.00 Coffee Break
- 17.00 – 19.00 ***Negotiation Exercise***

In Small Groups

Wednesday, December 19, 2012

- 8.00 – 9.00 ***Primer: Basics of Trademark, (Geographical Indications) and
Unfair Competition***

Informal breakfast meeting with Prof. Fisher for non-IP lawyers
- 9.00 – 10.00 ***Negotiation Exercise: Debriefing***

Prof. Felix Oberholzer-Gee
Prof. William W. Fisher
Mr. Theo Stamatiadis
Mr. Guido von Scheffer
- 10.00 – 10.30 Coffee Break
- 10.30 – 12.00 ***Realizing Value from IP and Commercialization***

Mr. Guido von Scheffer
CEO, IP Strategists, Hamburg, Germany
- 12.00 – 14.00 Lunch

14.00 – 15.00	<i>Price Differentiation (Reading assignment: London 2012 Olympic Games)*</i>
	Prof. Felix Oberholzer-Gee
15.00 – 16.00	<i>IP and Differential Pricing</i>
	Prof. William W. Fisher
16.00 – 16.30	Coffee Break
16.30 – 17.30	<i>Review and Wrap-Up Session</i>
	Prof. Felix Oberholzer-Gee Prof. William W. Fisher
17.30 – 17.45	<i>Closing Remarks and Evaluation</i>

** Reading material will be posted on-line in due course.*